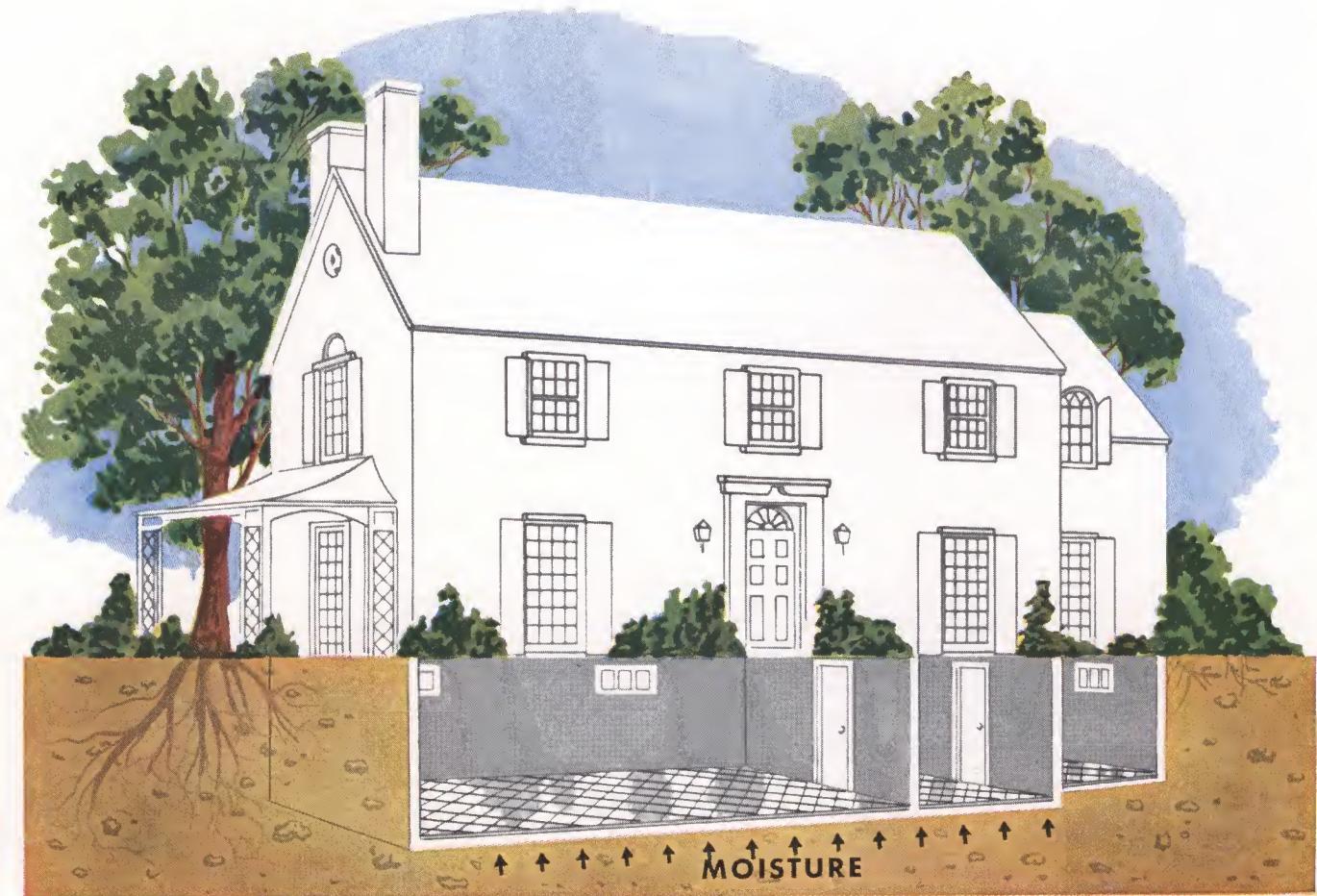




HOW TO PLAN SMART BASEMENT ROOMS



ARMSTRONG'S ASPHALT TILE MAKES BASEMENT ROOMS PRACTICAL



It wasn't always practical to have a really good looking room in the basement. The floor presented a problem because ordinary flooring materials are bleached or deteriorated by the alkaline moisture that is almost always present when a concrete subfloor is in direct contact with the ground.

Concrete acts like a wick and draws up moisture from the earth. Usually, this moisture is not noticeable because it evaporates as fast as it reaches the surface of the floor. When the concrete is covered, the moisture can no longer evaporate. Even in comparatively dry sections of the country sufficient moisture will be drawn to the surface of the concrete to damage or warp most flooring materials. In addition, the moisture dissolves some of the alkali in the concrete, and this harmful alkali will deface or destroy the composition of ordinary types of floor covering.

The problems of moisture and alkali have been

solved by a new type of flooring material—Armstrong's Asphalt Tile. Specially developed in Armstrong's Laboratories to resist moisture and alkali, this material is completely suitable for basement installations. Armstrong's Asphalt Tile will not make basement floors waterproof, but it will not be harmed by moisture.

Keeping basement floors clean used to be a problem, too. In addition to the dust and dirt that gathers on the surface, the concrete itself creates dust. The smooth, lustrous surface of Armstrong's Asphalt Tile overcomes these undesirable conditions. Armstrong's Asphalt Tile is a clean material and easy to keep clean. It creates no dust itself, and any dirt or dust that collects on the surface can be swept up easily. Even tracked-in mud will not stick to the satin-like finish of this modern flooring. With an occasional washing and waxing your floor of Armstrong's Asphalt Tile will remain as attractive as the day it was put down.

Armstrong's Asphalt Tile is a rugged floor. It will keep its beauty in spite of rough usage. Cigarette burns are easy to remove. Spilled foods and beverages can be wiped up easily. It's an excellent surface for dancing in a recreation room. And it's not harmed by spilled water and soapsuds in a laundry room.

Because asphalt tile is a thermoplastic material, it is more subject to indentation than other types of resilient floors. In warm weather, an asphalt tile floor may soften just enough to be marred by the legs of furniture unless they are equipped with furniture rests which have a wide flat bearing surface. Armstrong's Furniture Rests are designed especially to protect floors from indentation and are made in sizes

for furniture of all weights. Made of plastic, they are attractively finished in a rich brown coloring. They are inconspicuous and will not detract from the appearance of the furniture.

With so many advantages, you might expect Armstrong's Asphalt Tile to be expensive. It is not. Actually it's low in cost. The normal basement can be floored with this material in a smart design at a cost well within the average budget.

If you've been wanting a truly attractive basement room for work or play, this book may provide an inspiration for the style of room you want. The many decorating ideas, color schemes, and floor designs it contains can be adapted to basements of any size.

ARMSTRONG'S ASPHALT TILE

*is low in cost-
has many
advantages*

1. Resists alkaline moisture that is always present when concrete is in contact with the ground.
2. Makes cleaning easy because it has a smooth, dirt-resisting surface. Dust and dirt wipe up fast.
3. Provides a colorful long-lasting floor that stands hard usage. Keeps its beauty for many years.
4. Offers wide opportunity for development of individually styled designs and color harmonies.
5. Provides a practical dust-free floor for games and dancing. Game markings can be built in.
6. Is easy to care for. Sweeping and occasional washing and waxing are all that's required.

THIS FLOORING HELPS SET THE THEME OF ANY TYPE BASEMENT ROOM

Armstrong's Asphalt Tile provides unlimited freedom of design. There are no ready-made patterns. This material comes in squares, nine by nine inches in size, and in feature strips for color accents. Each tile is individually hand set in your floor. Because of this, the colors and design of a floor of Armstrong's Asphalt Tile can be worked out to help establish any decorative scheme.

Any of the variety of handsome colors can be combined for color harmony. And designs can be simple or elaborate, according to your preference.

Armstrong's Asphalt Tile is actually a custom flooring that permits you to express your individuality in floor designs and color combinations. But you don't have to pay a premium price for this freedom. In this book you'll find many suggestions for smart basement rooms. They have been designed by Armstrong's Bureau of Interior Decoration to give you ideas that can be adapted to your own basement room.



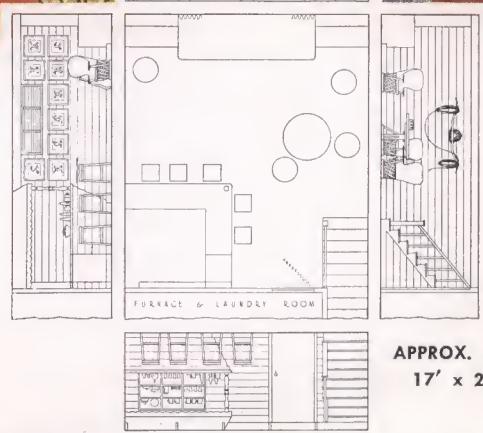
For guests or
for family fun...
A DESERT HIDEAWAY
... DOWNSTAIRS



Here the basement stairs are a magic carpet that takes you into the relaxing atmosphere of the wide open spaces. A bright and airy effect is created with a painted desert stretching away from your "window." It's all as informal as the random design of the Armstrong's Asphalt Tile Floor. Here's a fine example of colors blended to fit the mood of a room. It's easy to do because Armstrong's Asphalt Tile comes in such a wide variety of colors.



- Desert view is a colorful "outlook" painted on wall
- Strips of wood give "window" third dimensional effect
- Tubular lights illuminate window from rear
- Bookcases are built out from window line for wall depth
- Plywood panels between joists aid beamed ceiling effect
- Refreshment bar is covered with Armstrong's Linoleum



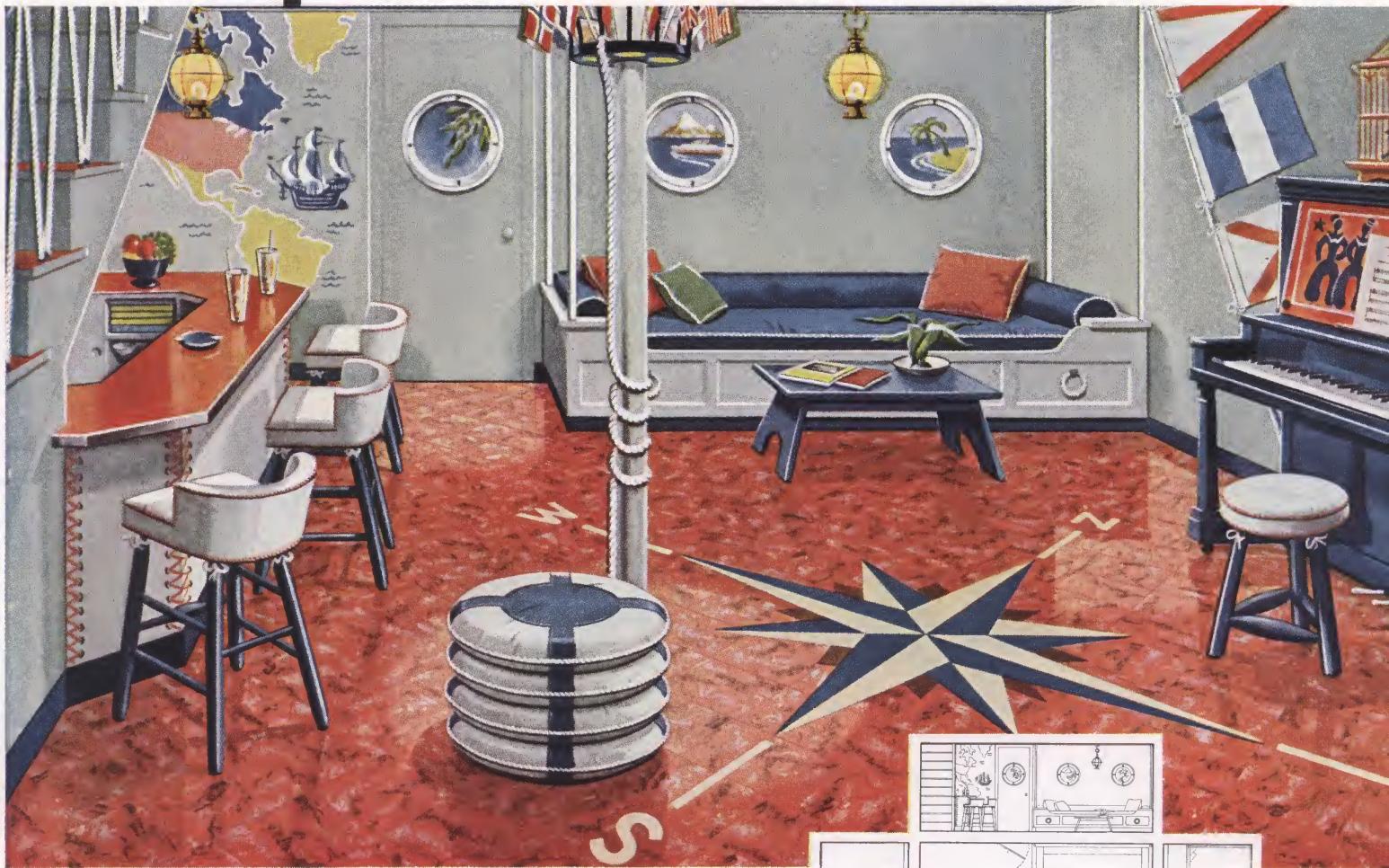
APPROX. SIZE
17' x 20'

Ship Ahoy!

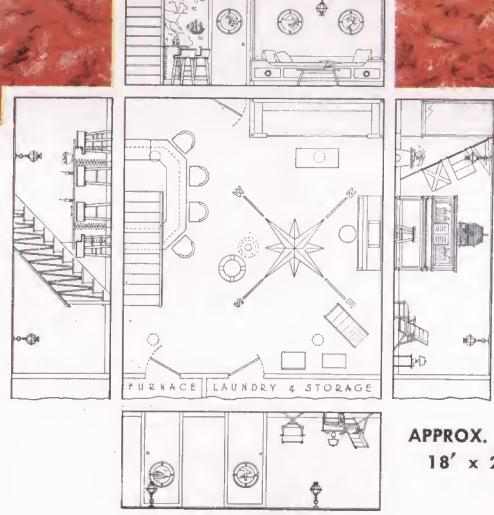
A NAUTICAL RUMPUS ROOM



With all but the roll of the waves, here's a room for lovers of ships and the sea. Below decks you go—to a basement room—for gay hours of rollicking fun and refreshments for all hands from the convenient refreshment bar. There'll be many a jolly friend and neighbor treading this handsome deck of Armstrong's Asphalt Tile in Cinnabar Marble with a decorative compass inset combining White, Pompeian Red, and Regal Blue.



- "Bunk-bed" lounge has storage compartments below
- Sections of sail canvas are laced to front of bar
- Mast is the basement post topped with a "crow's-nest"
- Metallic-painted picture frames look like portholes
- Maps, flags, and lanterns add to nautical atmosphere
- Floor of Armstrong's Asphalt Tile is long lasting

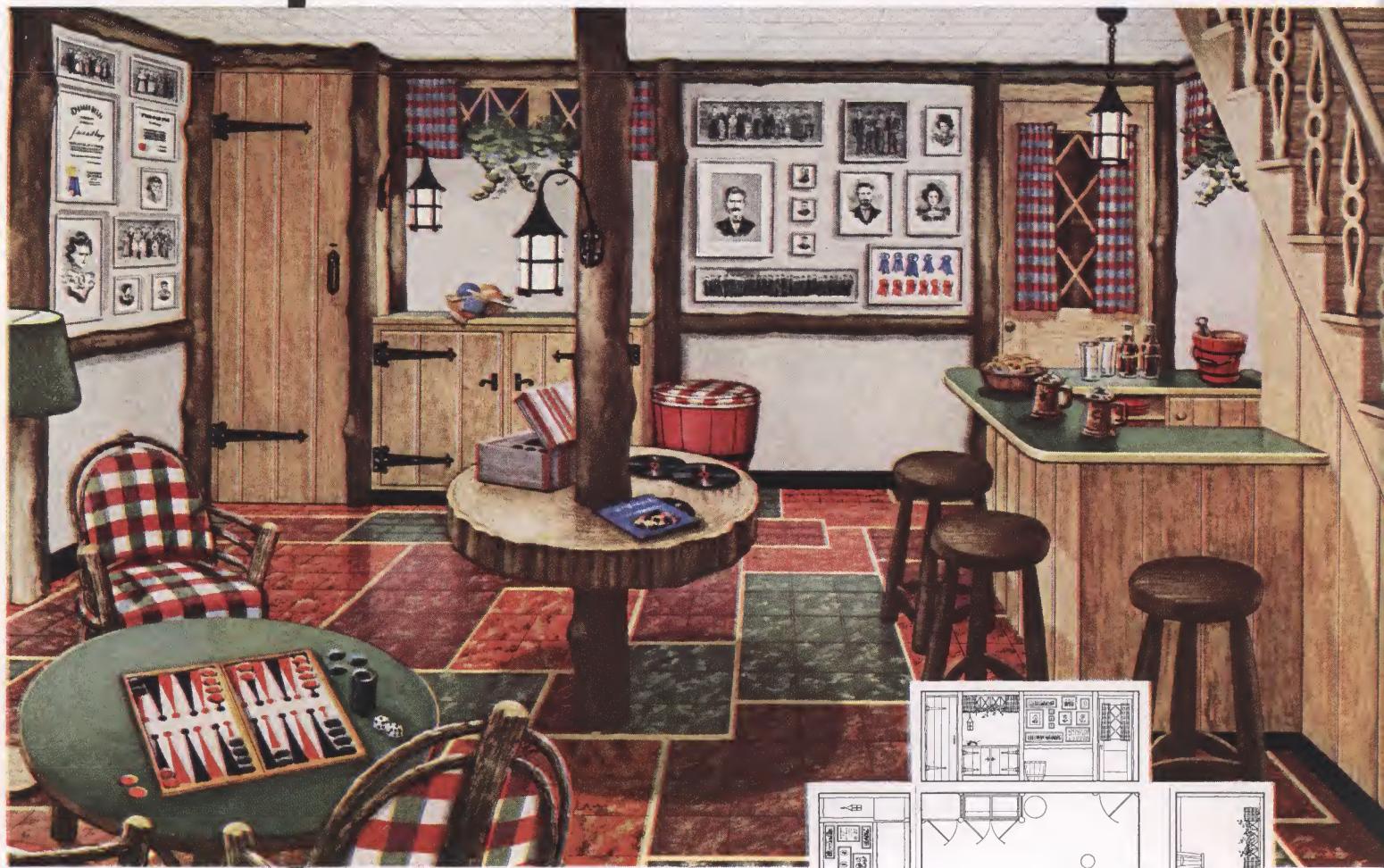


APPROX. SIZE
18' x 20'

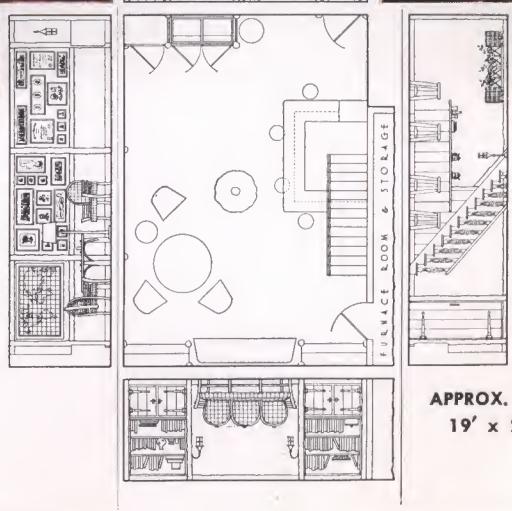
For the friendly atmosphere of an **ALPINE LODGE**



Imagine the fun of family parties in this gay and colorful setting! Definitely unusual, but practical as can be, this charming basement room features natural-finished wood to establish the rustic, informal atmosphere. See, too, how the smart, long-wearing floor of Armstrong's Asphalt Tile has been styled to simulate multi-colored flagstones. The colors used in this design are Emerald Green, Florentine, and Cedar with feature strips of White.



- Laundry tubs cleverly concealed by solid wood planks
- Center table is cross section of large tree trunk
- Bar and game table covered with Armstrong's Linoleum
- Rustic lawn chairs harmonize with decorative scheme
- Colorful floor stays bright with a minimum of care
- Ceiling of Armstrong's Temlok® hides overhead joists

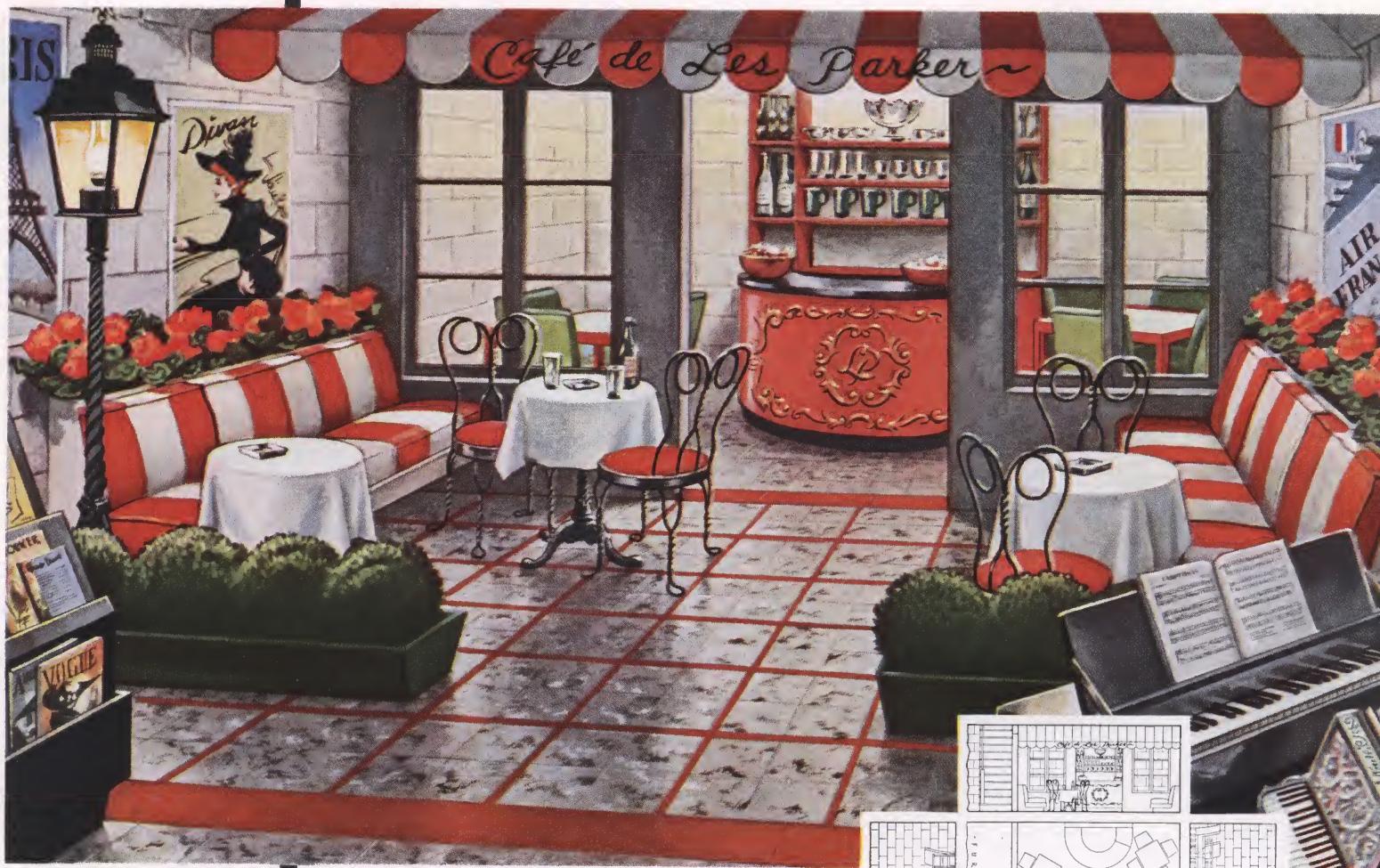


APPROX. SIZE
19' x 25'

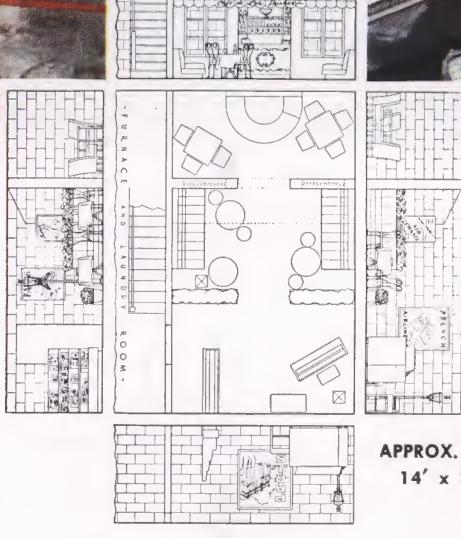
As full of gaiety
and excitement
as a
PARIS CAFÉ



One of the best ways to develop a distinctive basement room is to plan it around an interesting theme. Here's one that captures the gaiety of a French sidewalk café. Notice how the sidewalk illusion is heightened by the imaginative design of the floor of Armstrong's Asphalt Tile. The imitation paving blocks are Pearl Gray Marble tiles squared off with mortar lines of Spanish Red that won't wear off because they're set right into the floor.



- Ornate red and gold bar is center of interest
- Awning ties two parts of café together
- Walls are decorated with French travel posters
- Tables and chairs are the old ice-cream-store variety
- Boxed artificial shrubs establish imaginary curb line
- Magazine stand and lamp-post add sidewalk touches



APPROX. SIZE
14' x 25'

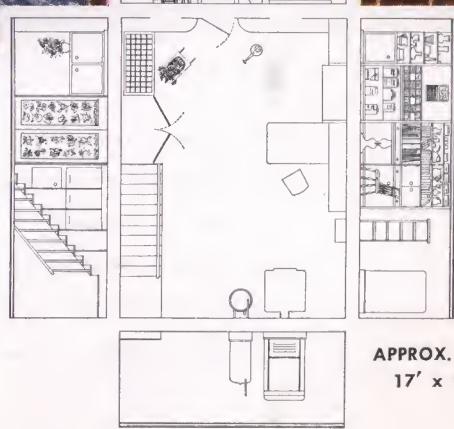
IF GARDENING
IS YOUR
HOBBY—
here's a room
for you



Working with the "good earth" is wonderful when you can house the tools of your hobby in an attractive basement room like this. There's storage space galore, files for catalogs, even a flower arranging center that's the laundry tubs in disguise. Another beauty of this room is the low-cost floor of Armstrong's Asphalt Tile. Bermuda Blue Marble is the background color. Accent strips are Tokay Marble. Spade-shaped insets are Tan Marble.



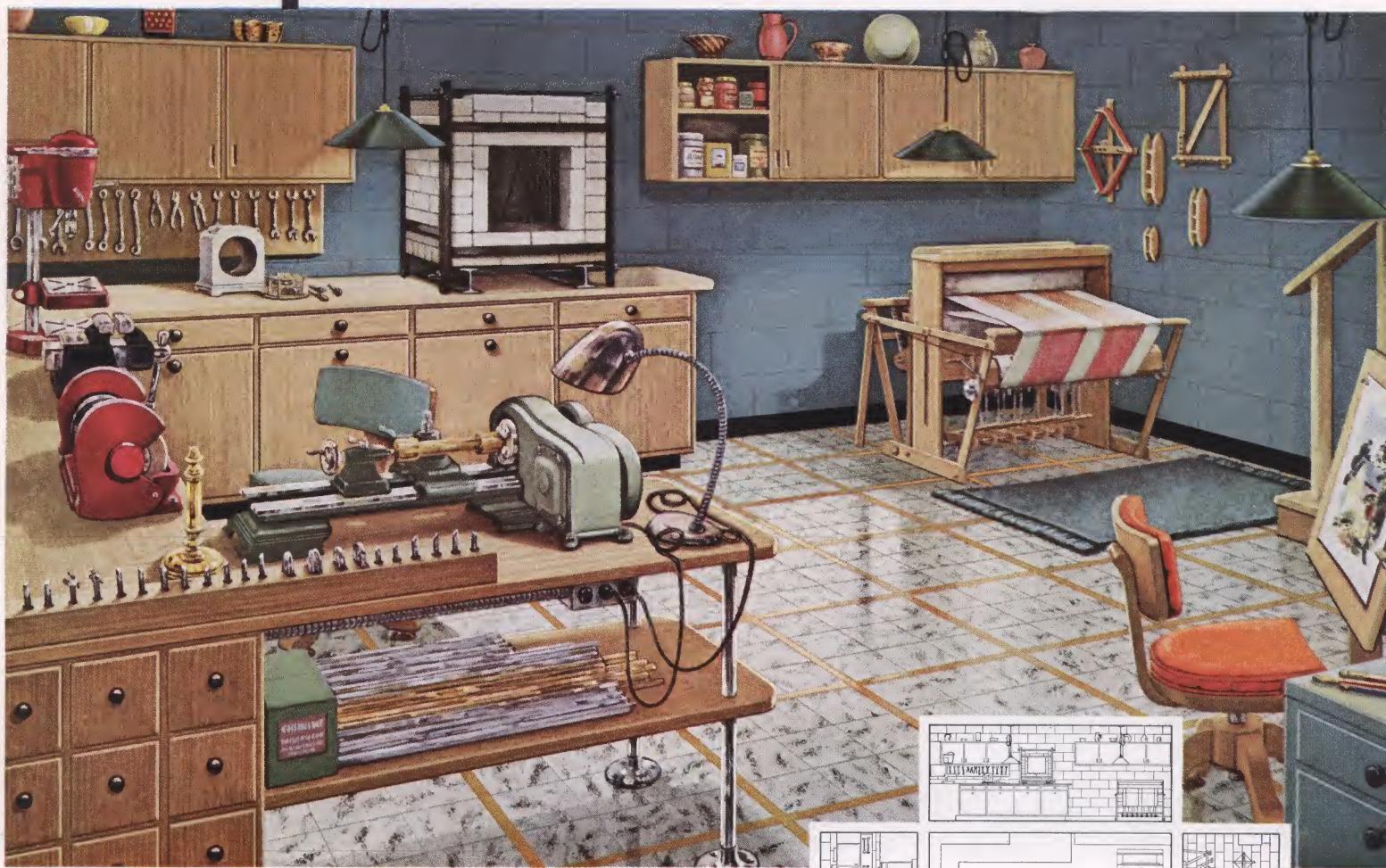
- Seed flat racks and trellises are installed in windows
- All-purpose table covered with Armstrong's Linoleum
- Camouflaged laundry tubs handy for trimming flowers
- Tools stored in cupboards back of basement stairs
- Tracked-in mud is easily cleaned from smooth floor
- Ceiling of Armstrong's Temlok hides joists and pipes



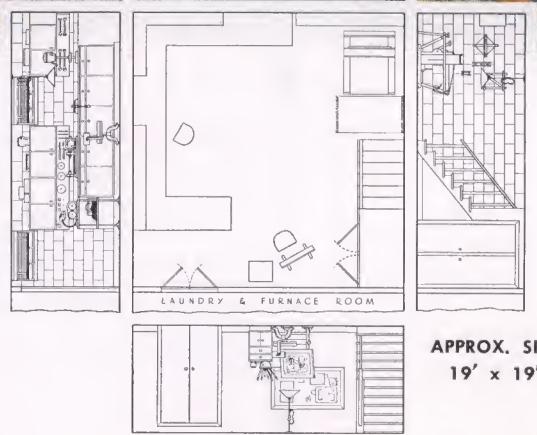
*Hobbies for
everyone in this
PRACTICAL
WORKSHOP*



Home ties strengthen when the family works together, and here's the kind of room that lets every member enjoy his or her hobby. Metal working or wood working can be accommodated with a compact shop like this, in practical combination with other pursuits. Just as practical is the easy-to-clean floor of Armstrong's Asphalt Tile. Ivory Marble with a feature strip of Yellow creates a handsome floor that helps to brighten the room.



- Kitchen-like wall cabinets provide storage space
- Soft blue-green walls make restful background color
- Adjustable light cords for varying work requirements
- Kiln made from Armstrong's Insulating Fire Brick
- Dust and dirt are easily swept up from this floor
- Accidentally damaged tiles are easy to replace

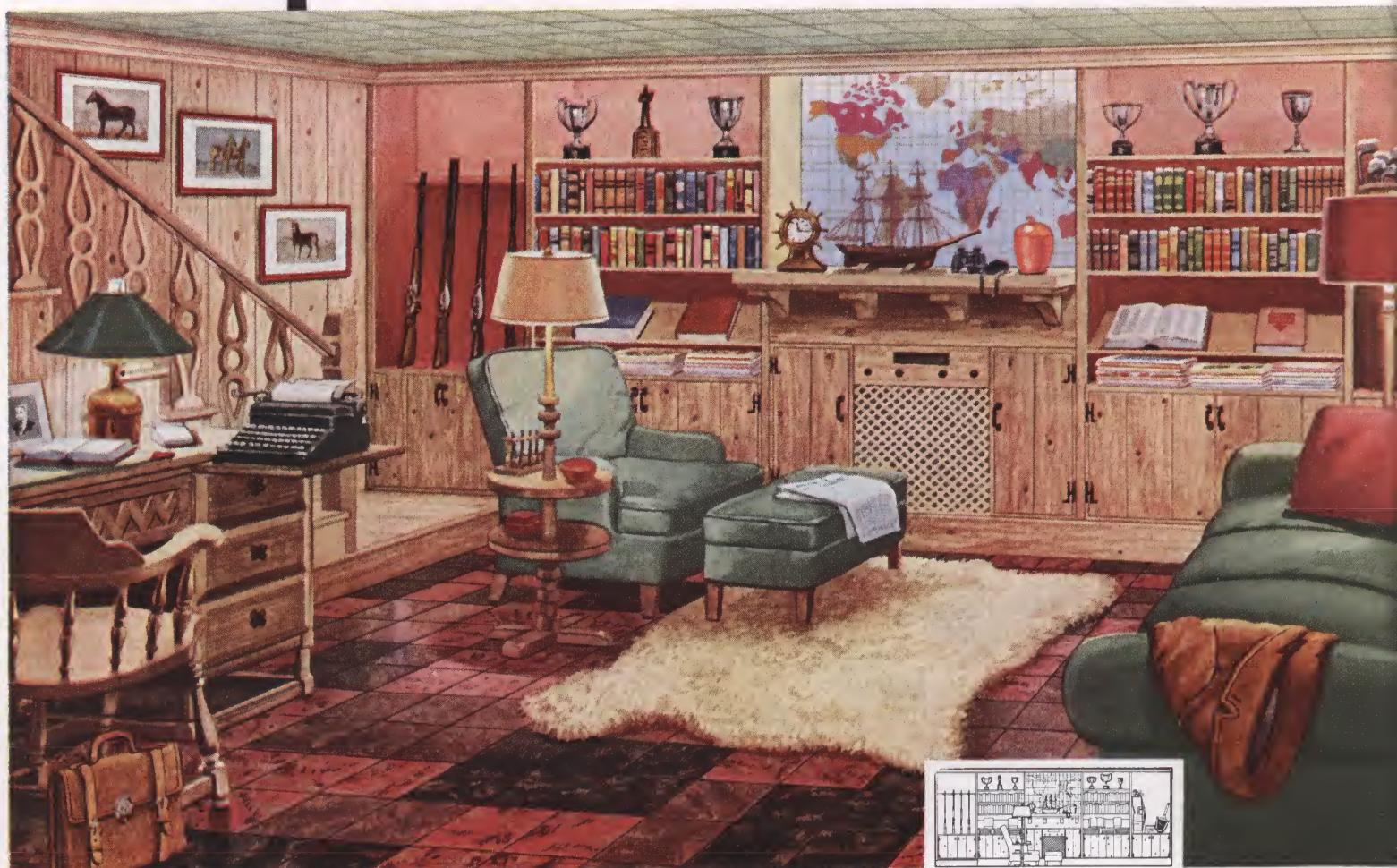


APPROX. SIZE
19' x 19'

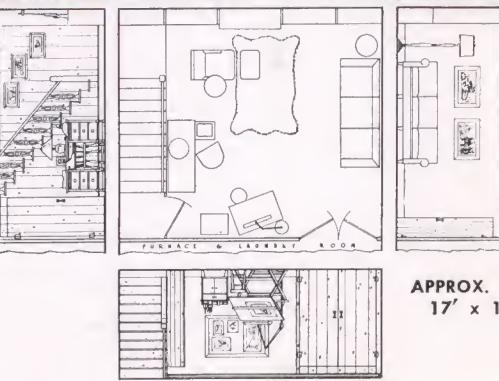
Every man's
dream-
A DEN
OF HIS OWN



Deep in his heart every man longs for a room of his own, filled with his cherished possessions — a place to which he can retreat to relax, to catch up on business chores, or to chat with his friends. Such a room is easy to create in the basement when you start with a practical floor of Armstrong's Asphalt Tile. Simplicity and comfort are keynotes here. It's so livable the whole family can enjoy it on occasion—on Dad's special invitation!



- Knotty pine woodwork creates comfortable atmosphere
- Built-in radio cabinet is focal point for decoration
- Office equipment makes "after-hours" work pleasant
- Armstrong's Asphalt Tile Floor is laid in random design
- Special racks hold guns and other sports equipment
- Armstrong's Temlok Insulation Board conceals joists

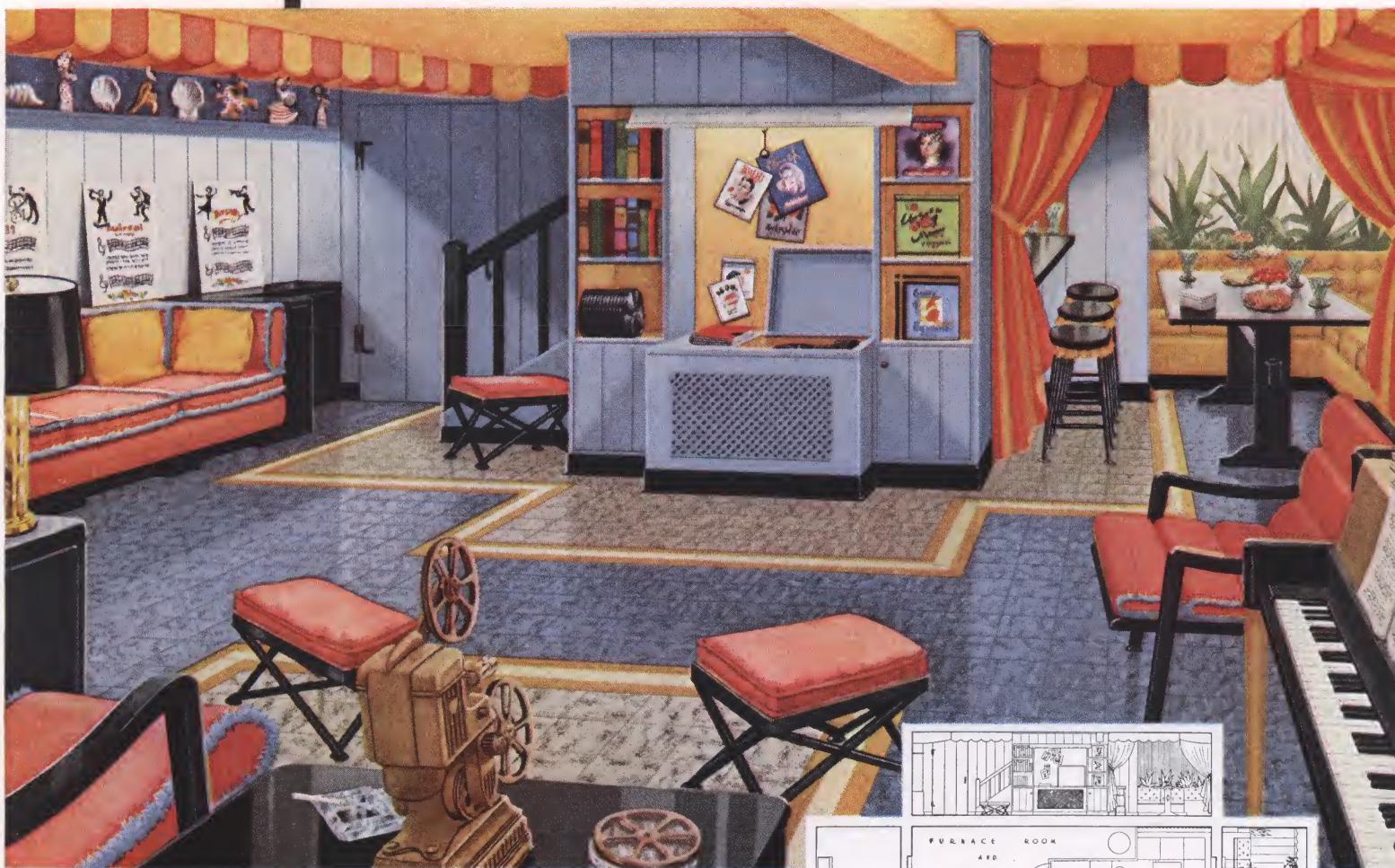


APPROX. SIZE
17' x 15'

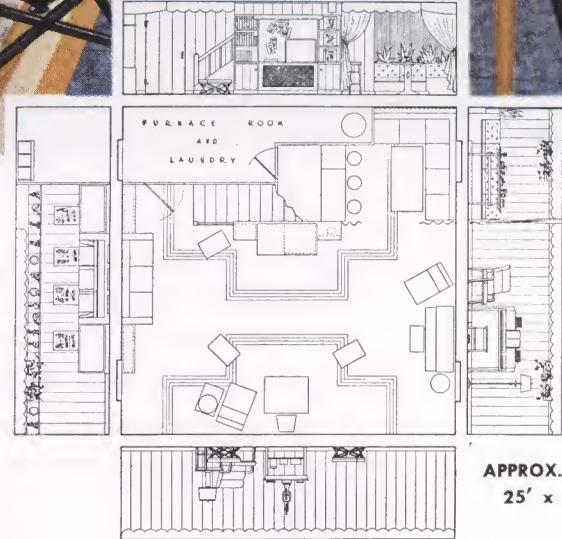
It's the town's
most popular
PARTY ROOM



Any kind of fun or frolic finds a perfect setting here. Movies, dancing, music, or just plain relaxing are always more pleasant in such attractive surroundings. And when the fun's over, the floor of Armstrong's Asphalt Tile wipes spotless with a damp mop. This floor's a beauty with its primary field of Bermuda Blue and secondary field of Ivory Marble with White and Yellow feature strips. Occasional washing and waxing keeps it new looking.



- Radio-phonograph cabinet holds books and records
- Permanently mounted movie screen always ready for use
- Concrete wall is hidden by furred-out paneling
- Draped panels cover heating and water pipes
- Decorative placards hand lettered with favorite songs
- Joists are concealed by ceiling of Armstrong's Temlok

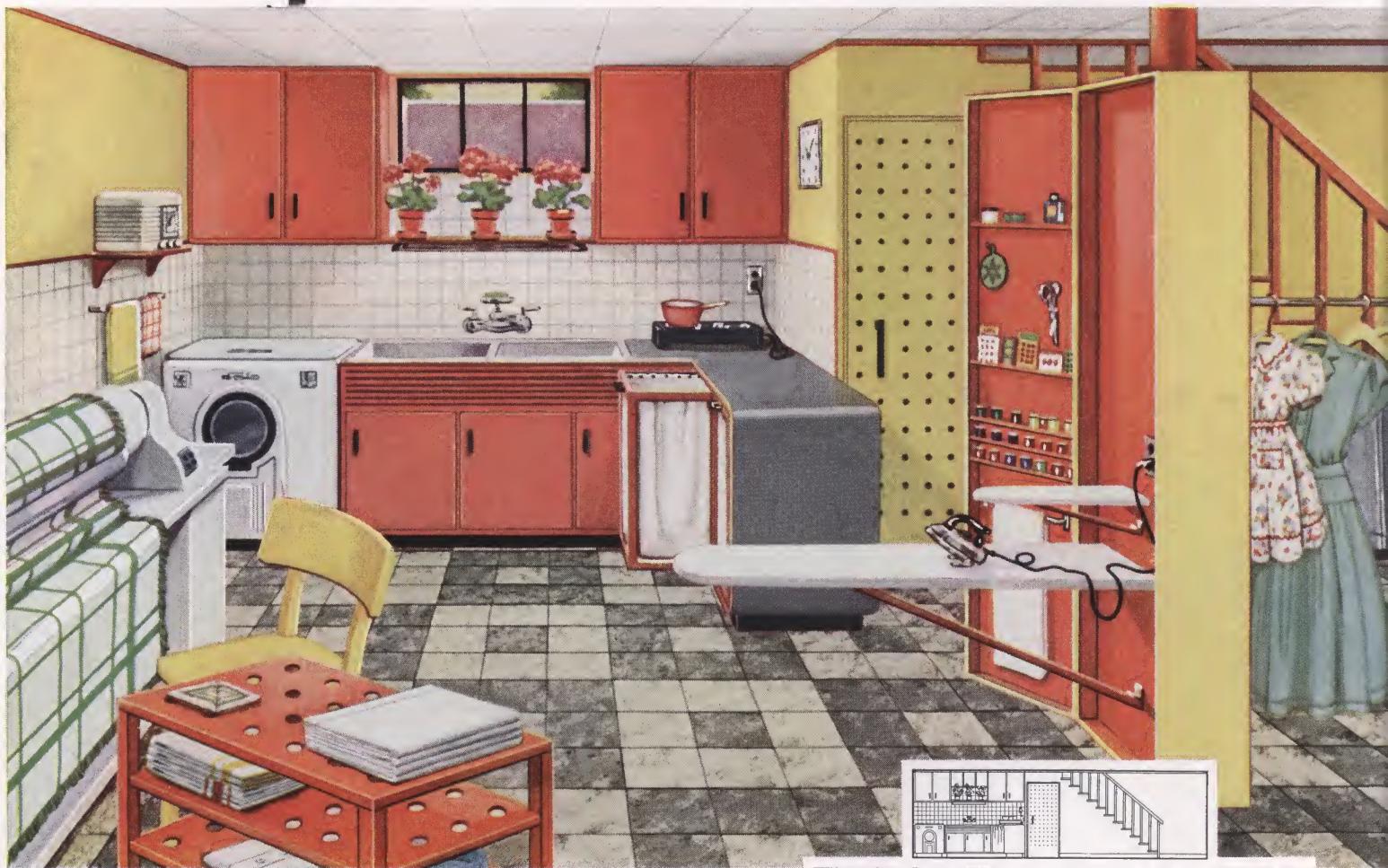


APPROX. SIZE
25' x 25'

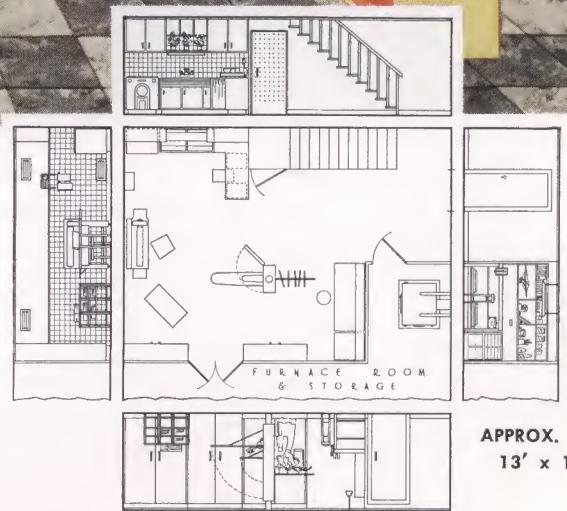
A
LAUNDRY ROOM
that takes the
drudgery out
of washday



Washday can be cheerful in a modern basement. See how this basement, once wasted space, has been turned into a labor-saving laundry—how everything has been planned for utmost efficiency. The floor of Armstrong's Asphalt Tile, in bold hollow squares of Slate Gray and Ivory Marble, is not only smart but also practical. Dripping water or soapsuds can't harm it or affect its bright color. Splashings can be mopped up easily.

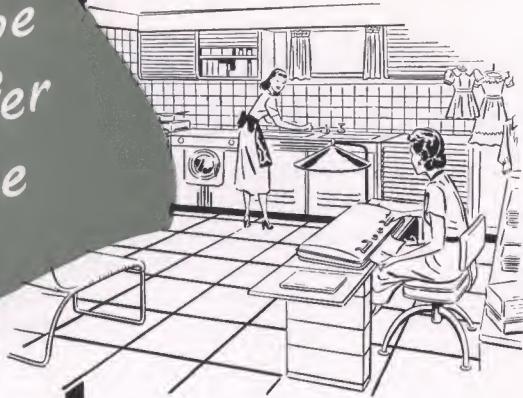


- Cabinets around the window give handy storage space
- Basement post is support for folding ironing board
- Perforated table lets air circulate through clothes
- Armstrong's Monowall® wipes clean with a damp cloth
- Handy worktable has pull-out bins made from canvas
- Armstrong's Asphalt Tile Floor is not harmed by water



APPROX. SIZE
13' x 18'

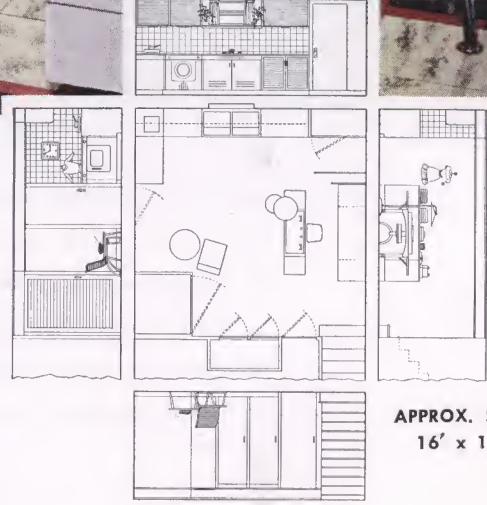
...or maybe
you prefer
this one



It's pleasant . . . it's clean . . . it's a basement laundry room that started with a colorful floor of Armstrong's Asphalt Tile. The checkerboard effect is created by alternating squares of Ivory Marble and Ebony Marble interlined with feature strips of plain Garnet. A basement like this makes an efficient workroom as attractive as it is practical. Armstrong's Asphalt Tile goes down right over the present concrete floor without costly preparation.



- Cabinets matching new appliances hide laundry tubs
- All washday necessities fit in cabinets over tubs
- Armstrong's Quaker® Wall Covering on furred-out wall
- Spacious hamper has worktable top
- Telescoping chrome bars hold freshly ironed clothes
- Direct, nonglare light eliminates eyestrain

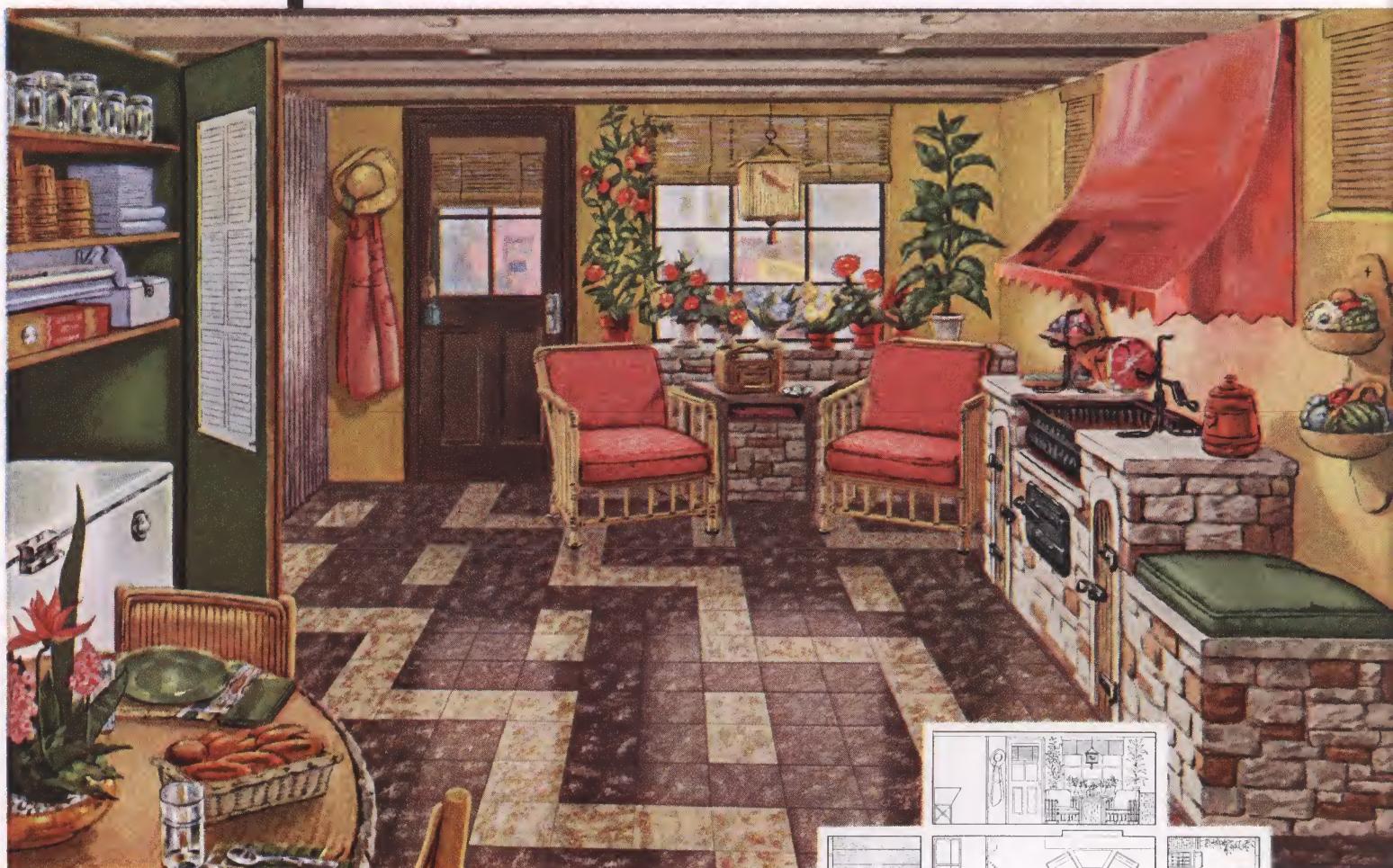


APPROX. SIZE
16' x 16'

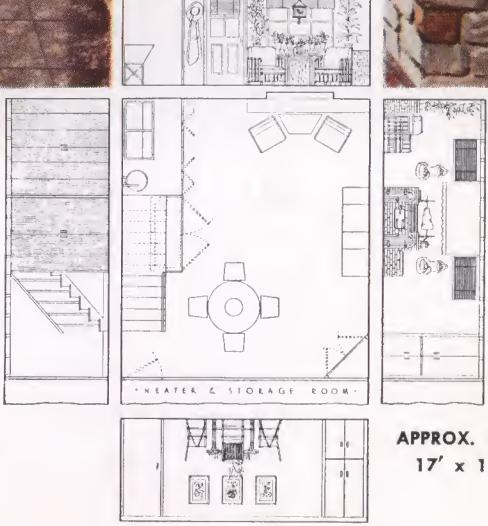
A PICNIC ROOM
for summer fun
all year 'round



Fortunate is the hostess who never has to worry about the weather. This bright, airy room is ready for a picnic party—rain or shine, summer or winter. One of the room's finest features is its floor of Armstrong's Asphalt Tile. Tough and durable, this modern flooring doesn't need to be pampered. Its colorful beauty is not easily marred. Spilled things and tracked-in dirt can be cleaned up quickly. Washing and waxing will restore its lustrous beauty.



- Stained ceiling joists create rustic atmosphere
- Stone grille provides cooking facilities
- Hooded ventilator whisks away smoke, cooking odors
- Soft yellow walls emphasize sunlight effect
- Frozen food cabinet easily accessible
- Split sapling finish on closet doors simulates fencing

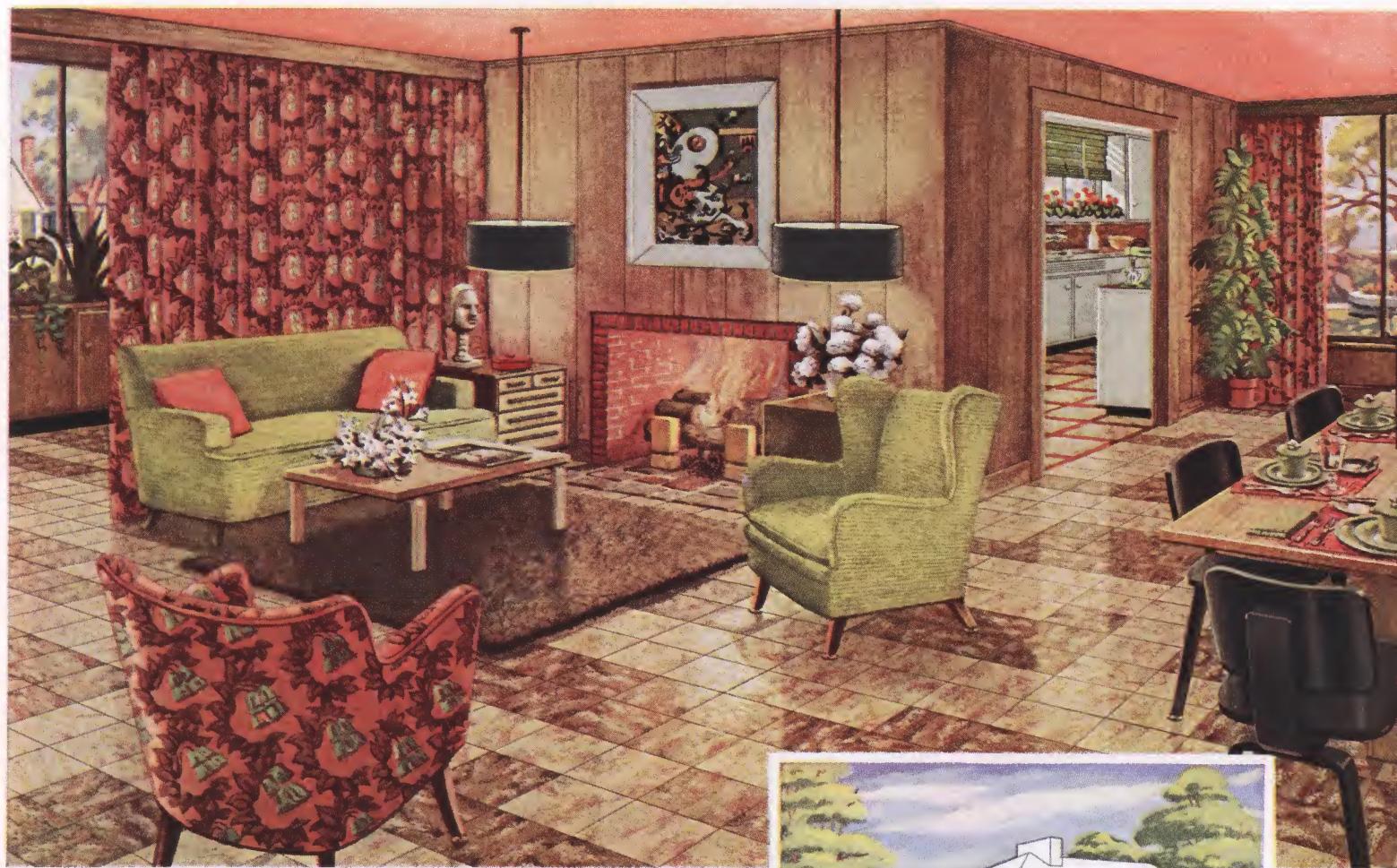


APPROX. SIZE
17' x 19'

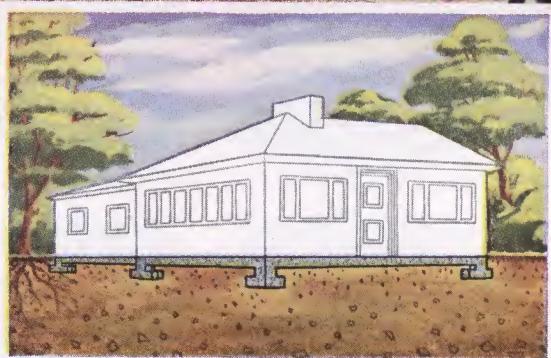
HOMES WITHOUT BASEMENTS NEED THIS MODERN FLOOR, TOO

Basementless houses with concrete subfloors directly on the ground have the same problem of alkaline moisture in the floor that is found in basements. Since alkaline moisture has no effect on Armstrong's Asphalt Tile, it is the recommended flooring for this type of house. Basementless buildings often use radiant heating systems with the pipes in the

subfloors. Armstrong's Asphalt Tile performs satisfactorily here, too. Water temperatures in most radiant heating systems do not heat the floor so much as the direct rays of the summer sun. However, asphalt tile floors should be protected from furniture indentation by the use of the recommended sizes of Armstrong's Furniture Rests and Cups.



The floor of the dining-living room area above is Tennessee Marble and Clay Brown Marble. The kitchen floor is Greaseproof Tan Marble with Spanish Red feature strips. Below, the bedroom floor is Pompeian Red with White feature strips. Tan Marble with strips of Pompeian Red in bath.



The sketch above shows the foundation construction of a basementless house. The concrete subfloor is poured as a slab directly on the ground. Because it is not affected by the alkaline moisture that rises through the concrete, Armstrong's Asphalt Tile is the ideal flooring for homes of this type. This flooring is also recommended for radiant-heated floors. This type of heating, with the pipe coils imbedded in the concrete, is popular in basementless homes.

CREATE YOUR OWN FLOOR DESIGN WITH THESE BEAUTIFUL COLORS

From this wide selection of colors you have unlimited opportunity to create individual and distinctive floor designs. No matter which of the marbleized or plain colors you combine you'll find that they blend harmoniously. Your floor design and color scheme can set the decorative

plan of your whole basement room. With hand-set Armstrong's Asphalt Tile you can enjoy the luxury of custom design and keep the cost of your floor well within your budget. Elaborately or simply designed, your floor will be the envy of your friends and a constant pleasure to you.



Italian Red Marble No. D-365



Tan Marble No. C-325
Tan Marble No. G2-325



Emerald Green Marble No. C-317
Emerald Green Marble No. G2-317



Tokay Marble No. B-319



Dove Gray Marble No. C-348



Ivory Marble No. D-300
Ivory Marble No. G2-300



Tennessee Marble No. D-342



Pearl Gray Marble No. C-346
Pearl Gray Marble No. G2-346



Cedar Marble No. B-318
Cedar Marble No. G2-318



Surf Green Marble No. C-312



Cinnabar Marble No. C-324
Cinnabar Marble No. G2-324



Ebony Marble No. B-305
Ebony Marble No. G2-305



Clay Brown Marble No. C-330



Agate Marble No. B-336



Bermuda Blue Marble No. D-354



Antique Green Marble No. B-335



Pompeian Red No. A-200



Spanish Red No. C-205



Black No. A-210



Yellow No. D-246



Garnet No. D-275



White No. D-270



Light Green No. C-257

GREASEPROOF ASPHALT TILE is made especially to resist the action of grease, oils, and fats which are harmful to Standard Asphalt Tile. Colors marked with the prefix G2 indicate those that are made in Greaseproof Asphalt Tile.

FEATURE STRIPS are often used for further custom appearance. These narrow bands of asphalt tile may be used to separate the field of the floor from the border—or as vertical, horizontal, or diagonal stripes in your pattern. In addition to the four colors shown at right, feature strips also are available in Spanish Red No. C-205. Feature strips are made in widths of 1", 2", and 3".

ADD A DISTINCTIVE TOUCH WITH A HANDSOME INSET

At surprisingly little cost you can add a touch of unusual interest to your floor with ready-cut insets of Armstrong's Asphalt Tile. In larger than average floors, several insets may be spotted throughout the floor to decorative advantage. All Arm-

strong's Ready-Cut Insets are made 18" square. Special designs can also be cut to your own specifications at a slight additional cost. Virtually any design or figure that can be drawn can be duplicated and made into an inset of Armstrong's Asphalt Tile.



Sunburst No. 506



Target No. 508



Wild Duck No. 500



Cocktail No. 501



Four Aces No. 520



Sailboat No. 516



Top Hat No. 515



Champagne No. 514

COVE BASE IS THE SMART WAY TO FINISH OFF YOUR FLOOR



You'll not only add to the appearance of your floor with Armstrong's Top-Set Asphalt Cove Base but you'll also make cleaning easier, faster. This base forms a smooth, curved surface between the wall and floor and eliminates dust and dirt-catching corners. It's available in your choice of many plain and marbleized colors, 4" or 6" high. Top-Set Asphalt Cove Base is the smart, inexpensive way to finish off your floor of Armstrong's Asphalt Tile.

Armstrong's Asphalt Beveled Edging was developed to provide protection for the exposed edges of your flooring. In doorways and other places where the edge of the asphalt tile floor is exposed, this tapered edging, one inch wide, shields the floor from damage and minimizes the hazard of tripping. In addition to its utilitarian purpose, Asphalt Beveled Edging is attractive in appearance—and inexpensive, too. Available in plain black only.



WITH SIMPLE CARE YOUR FLOOR WILL REMAIN BEAUTIFUL FOR YEARS



SWEEPING is the suggested routine care for your Armstrong's Asphalt Tile Floor. You'll find that dust and dirt don't stick to the smooth surface of this material—they brush up easily and quickly. A damp cloth is all that is needed to wipe away tracked-in mud. You can remove cigarette burns with fine steel wool.

WASHING with a solution of Armstrong's Cleaning Powder will remove all dirt and surface film and keep your floor clean and sanitary. However, it is not advisable to



wash your floor until two weeks after installation. After the floor has been washed, always be sure to rinse it thoroughly with clear water.

WAXING with Armstrong's Linogloss® Wax will give your floor a protective coating and a handsome luster. With this self-polishing wax, no buffing is required. Apply single, thin coats of Linogloss Wax at intervals rather than two or more coats at a time. To protect your floor from furniture indentation place Armstrong's Furniture Rests under the legs of all tables, chairs, appliances, and other heavy objects.



HOW YOUR ARMSTRONG MERCHANT CAN HELP YOU...

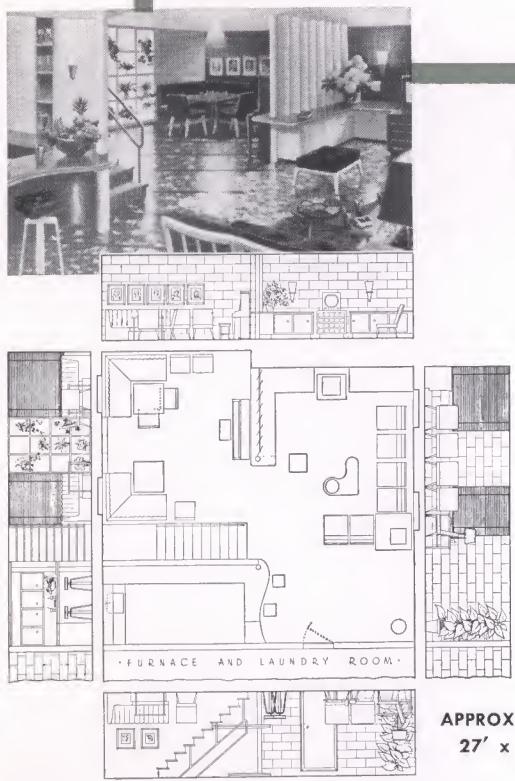


There's a friendly Armstrong flooring merchant near you. He can help you in many ways in planning your basement room or floors of Armstrong's Asphalt Tile for all the rooms in your basementless house. Do not hesitate to call on him.

First of all, he'll be able to show you samples of this modern flooring and demonstrate the countless ways in which the colors can be combined. If you do not already have some idea as to the type of floor design you prefer, he will gladly make suggestions that will guide you in your selection.

Next, your Armstrong merchant will give you an estimate of the cost for installing the floor design of your choice. You'll be pleasantly surprised to find how reasonable the cost will be.

Then, when you decide Armstrong's Asphalt Tile is the floor for you, your flooring merchant will arrange the installation details. His mechanics are experienced in the installation of this modern flooring.



OUR COVER: a recreation room with a "night club" atmosphere

With the colorful atmosphere of a "night club," this handsome recreation room has a decorative scheme that's modern and sophisticated. Gone completely are reminders of the uninviting and drab basement that existed before this space was modernized. This can be your private club—the most popular recreation room in town. A setting like this is made possible by the moisture-resistant floor of Armstrong's Asphalt Tile—the ideal flooring for all basements.

- Highly contrasting colors set modern note
- Rear-lighted fluted glass panels create window illusion
- Painted bamboo screens cover wall sections
- Free form refreshment bar adds modern touch
- Overlapping boards used for louvered partition
- Floor design helps separate room's activities



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